

# SPOTLIGHT

## SCAG REGIONAL COUNCIL NEWSLETTER



July 6, 2017

### IN THIS ISSUE

- FHWA PRESENTS AWARD TO SCAG'S *GO HUMAN* CAMPAIGN
- RC APPROVES RECOMMENDATIONS FOR SCAG SCHOLARSHIP AWARDS
- SCAG PRESIDENT ANNOUNCES PRIORITIES FOR 2017-2018

### NEWS FROM THE EXECUTIVE DIRECTOR

- SCAG DEMOGRAPHIC WORKSHOP ADDRESSED DECLINING BIRTH RATES, AGING LABOR POOL
- SCAG LAUNCHES OPEN DATA/BIG DATA COMMITTEE FOR A SMART AND CONNECTED REGION
- CALL FOR PROPOSALS: NEW FUNDING AVAILABLE FOR ACTIVE TRANSPORTATION PLANS AND PROJECTS
- REGIONAL EARTHQUAKE INITIATIVE GIVES VENTURA LEADERS TOOLS FOR RESILIENCE

### ABOUT

The Regional Council is the governing board of the Southern California Association of Governments and consists of 86 elected officials representing 191 cities, six counties, county transportation commissions, transportation corridor agencies, tribal governments and air districts in Southern California.

## HIGHLIGHTS FROM THE MEETING

### INFORMATION

#### FHWA PRESENTS AWARD TO SCAG'S *GO HUMAN* CAMPAIGN



*From left: SCAG staff Rye Baerg and Stephen Patchan, First Vice President Alan Wapner, Second Vice President Bill Jahn, FHWA Program Development Director Tashia Clemons, SCAG Active Transportation & Special Programs Manager Sarah Jepson, President Margaret Finlay, and SCAG staff Julia Lippe-Klein, Hector Benavides, Alek Bartrosouf and Alan Thompson*

At today's Regional Council meeting, Federal Highway Administration (FHWA) official Tashia Clemons presented SCAG with the 2017 FHWA Transportation Planning Excellence Award for the agency's *Go Human* campaign, which seeks to reduce traffic collisions in Southern California. FHWA's biennial awards program, co-sponsored by the American Planning Association, recognizes and celebrates exemplary planning practices in communities across the country. Clemons highlighted the innovation of *Go Human's* advertising campaign promoting traffic safety, as well as the local engagement generated through its events. The *Go Human* events engage and activate local communities by demonstrating potential street enhancements, helping residents re-envision their streets and walking and biking in their communities. The campaign will be hosting additional *Go Human* events across the region over the next 18 months. For more information about the award-winning program, visit [www.gohumansocal.org](http://www.gohumansocal.org). A full list of 2017 recipients of the Transportation Planning Excellence Award is available at [www.fhwa.dot.gov/planning/tpea/2017/index.cfm](http://www.fhwa.dot.gov/planning/tpea/2017/index.cfm).

### ACTION

#### RC APPROVES RECOMMENDATIONS FOR SCAG SCHOLARSHIP AWARDS

The Regional Council today voted to approve the Scholarship Committee recommendations for the 2017 SCAG Scholarship Program Award. This year,

SCAG received 86 applications from high school and college students from across the region. Nine outstanding students were selected for scholarships, representing all six of SCAG's member counties. The SCAG Scholarship Program provides each winner with both a monetary award of \$4,000 and a two-week internship with SCAG or a local planning agency, in order to help students build the foundation for a career in urban planning and local government. The program, now in its seventh year, is designed to allocate one scholarship each to the region's five smaller counties, and two for the County of Los Angeles. So high was the quality of applications received this year, the committee also recommended the awarding of two additional discretionary scholarships; one to an applicant from Imperial County and another to an applicant from San Bernardino County. The scholarship recipients are as follows: Alexandra Villa (El Centro), Alejandra Larriva-Latt (San Marino), Ryan Kang (Cerritos), Jacob Sprick (Aliso Viejo), Joshua Lewis (Riverside), Kevin Gonzales (Fontana), Odysseus Pyrinis (Newbury Park), Conor Kelley (Brawley) and Ashley Rodriguez (Victorville).

## INFORMATION

### SCAG PRESIDENT ANNOUNCES PRIORITIES FOR 2017-2018

In her President's report, SCAG President Margaret Finlay today presented to the Regional Council a summary of the Executive Administration Committee (EAC) retreat held in early June. The EAC Retreat convened on June 8 – 9 at the UCLA Lake Arrowhead Conference Center, and focused on the agency's goals and strategies for the coming year. President Finlay also outlined her priorities and initiatives, which include: Goods movement; open data/big data resources and partnerships; regional earthquake preparedness and building resilience; water access and resources; and promoting active transportation in the region. The EAC members also discussed the update to SCAG's strategic plan, including a new draft agency vision, goals and mission statement; and improving SCAG branding and communications.

## NEWS FROM THE EXECUTIVE DIRECTOR

### SCAG DEMOGRAPHIC WORKSHOP ADDRESSED DECLINING BIRTH RATES, AGING LABOR POOL

On June 26, more than 150 people from over 70 different organizations attended SCAG's 28th annual Demographic Workshop held at the University of Southern California. The event, jointly produced with the USC Sol Price School of Public Policy, addressed declining birth rates, population shifts and rapidly advancing technology that are transforming Southern California's labor force and creating new long-term challenges and opportunities. Highlights from the conference included a suite of presentations on how robotics may integrate into our future workforce while also providing meaningful services. Audience members also heard from researcher Elizabeth Rhodes on a pilot project testing the efficacy of the concept of universal basic income. The panels and roundtables provided new data and fresh insights on our changing region to help local leaders make better policy and business decisions. Conference presentations and photos are available on the SCAG website: [www.scag.ca.gov/demographics](http://www.scag.ca.gov/demographics). Archived videos of panel discussions will be available soon.

### SCAG LAUNCHES OPEN DATA/BIG DATA COMMITTEE FOR A SMART AND CONNECTED REGION

On June 13, SCAG convened the inaugural meeting of its new committee, Open Data/Big Data - Smart and Connected SCAG Region. The committee will examine how SCAG can help local cities harness the power of data, and its members include elected officials, information experts from partner agencies and academic institutions and regional technology stakeholders from the private sector. The first meeting introduced the topics of big/open data, data analytics and smart community technology. Future meetings will begin to address city-level challenges and opportunities presented by big/open data, private sector engagement and how to conduct effective data-driven decision making. SCAG will be distributing a survey to local jurisdictions to identify information needs and collaboration opportunities. More information on the committee is available on the SCAG website: [www.scag.ca.gov/committees](http://www.scag.ca.gov/committees).

### CALL FOR PROPOSALS: NEW FUNDING AVAILABLE FOR ACTIVE TRANSPORTATION PLANS AND PROJECTS

SCAG is now accepting applications for new planning and non-infrastructure proposals as part of the Regional Active Transportation Program. The program received additional resources as a result of the adoption of Senate Bill 1, and SCAG's 2017 Active Transportation Call for Proposals will provide approximately \$2 million in grant awards of up to \$200,000 each. The funding is intended to support planning and non-infrastructure projects that promote safety and encourage people to walk and bicycle, such as SCAG's Go Human demonstration events, and to seed active transportation concepts that provide a preliminary step for future applicants. Public agencies that have not been previously awarded a California Active Transportation Program Grant are eligible for funding. Applications will be accepted through August 31. Forms and related resources are available on SCAG's Sustainability Planning Grant webpage [sustain.scag.ca.gov](http://sustain.scag.ca.gov). SCAG staff will host a webinar for potential applicants on July 20, at 1:00 p.m. For more information, please contact Rye Baerg at [baerg@scag.ca.gov](mailto:baerg@scag.ca.gov). To discuss opportunities for participating in SCAG's Go Human campaign, contact Alek Bartrosouf, [bartrosouf@scag.ca.gov](mailto:bartrosouf@scag.ca.gov).

### REGIONAL EARTHQUAKE INITIATIVE GIVES VENTURA LEADERS TOOLS FOR RESILIENCE

On June 14, SCAG held a third Regional Earthquake Preparedness Initiative workshop to help local jurisdictions strengthen their infrastructure, safety codes and economic resilience. The workshop, which was held in Ventura, was led by world-renown seismologist Dr. Lucy Jones and brought together over 40 local city and county leaders from the area for a hands-on experience developing tools to assess, mitigate and prepare for the disruption of a large-scale earthquake. Building on an initial series of informational seminars held in the Fall of 2016, SCAG is completing the second phase of its Regional Earthquake Preparedness Initiative and will continue to provide technical assistance for member cities this year. To view the presentation and materials from the workshop, visit: [www.scag.ca.gov/earthquakepreparedness](http://www.scag.ca.gov/earthquakepreparedness).

## UPCOMING MEETINGS

### July

6th Regional Council & Policy Committee Meetings

18th Legislative/Communications & Membership Committee

20th Technical Working Group

## August

- No Meetings- Regional Council & Policy Committees
- 15th Legislative/Communications & Membership Committee
- 17th Technical Working Group
- 22nd Transportation Conformity Working Group



SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS  
818 West 7th Street, 12th Floor, Los Angeles, CA 90017  
(213) 236-1800 | [www.scag.ca.gov](http://www.scag.ca.gov)

COUNTY REGIONAL OFFICES  
Imperial | Orange | Riverside | San Bernardino | Ventura

Copyright © 2017, SCAG

### CONNECT WITH US

